

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018

### MLA 2113 – MEDIA ANTHROPOLOGY

(All sections / Groups)

06 MARCH 2018  
9.00 a.m. - 11.00 a.m.  
( 2 Hours )

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including the cover page with 5 Question only.
2. Answer **FOUR** out of **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**Short Essay Question, answer only FOUR of FIVE question. Each question worth 10 marks.**

*Answer the questions and write them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.*

1. *"McLuhan proposes that a medium itself, not the content it carries, should be the focus of study. He said that a medium affects the society in which it plays a role not only by the content delivered over the medium, but also by the characteristics of the medium itself."*

- A. What does Marshall McLuhan mean by the medium is the message? (3 Marks)
- B. What was Marshall McLuhan famous for? (4 Marks)
- C. What is the media messaging? (3 Marks)

(10 Marks)

2. *"The most advanced users, in fact, no longer wait for an invitation to turn a product into a platform for their own innovations. They just form their own prosumer communities online, where they share product related information, collaborate on customized projects, engage in commerce and swap tips, tools and product hacks."*

- A. Explain briefly what is media? (1 Mark)
- B. Name 3 major communication channels used in disseminating information? (2 Marks)
- C. Explain briefly what is anthropology? (2 Marks)
- D. List down 5 main aspects on how anthropology can help you succeed. (5 marks)

(10 Marks)

**Continued .....**

3. Invention, innovation, and cultural diffusion are all ways in which societies change. To most anthropologists, innovation and invention are similar things whereas cultural diffusion is relatively different. 'New technologies and an appetite for innovation have enabled

A. Distinguish between invention, innovation, and cultural diffusion in the context of anthropology? (7 marks)

B. From the above answer given, name the 3 key take home points of invention, innovation and cultural diffusion. (3 Marks)

(10 Marks)

4. *"When families struggle to get enough to eat, they are often struggling to meet other basic needs as well – including housing, employment, healthcare and more."*

Hunger and food insecurity are a growing issue in the world today. How can anthropology help to solve this problem?

(10 Marks)

5. Describe cultural relativism and explain why it is important in anthropology?

(10 Marks)

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